

ST2 UPDATE

First Quarter 2008
Public Involvement

March 13, 2008

Methodology

- **Web-based public involvement survey**
 - Feb. 20 through March 9
 - Promoted via district-wide mailer; print and online ads
 - Focused on key questions in updating ST2 package
 - 9,068 participants
- **Telephone survey**
 - Feb. 22-28
 - Same questions as Web-based tool
 - 819 participants for margin of error of +/- 4 percent

Today's Presentation

- Overview of Web and telephone survey responses
 - Self-selected Web respondents somewhat more supportive than phone respondents
 - Selected responses from both surveys
- Qualitative analysis of Web survey's open-ended responses
 - Includes analysis of more than 5,000 open-ended responses



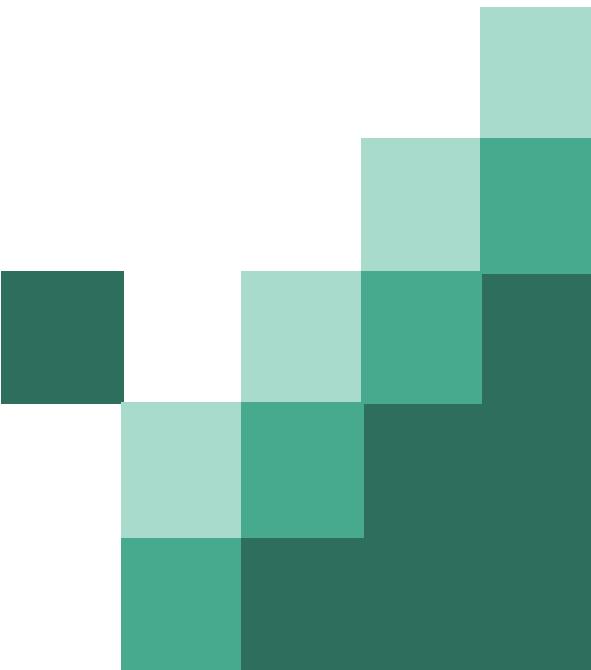
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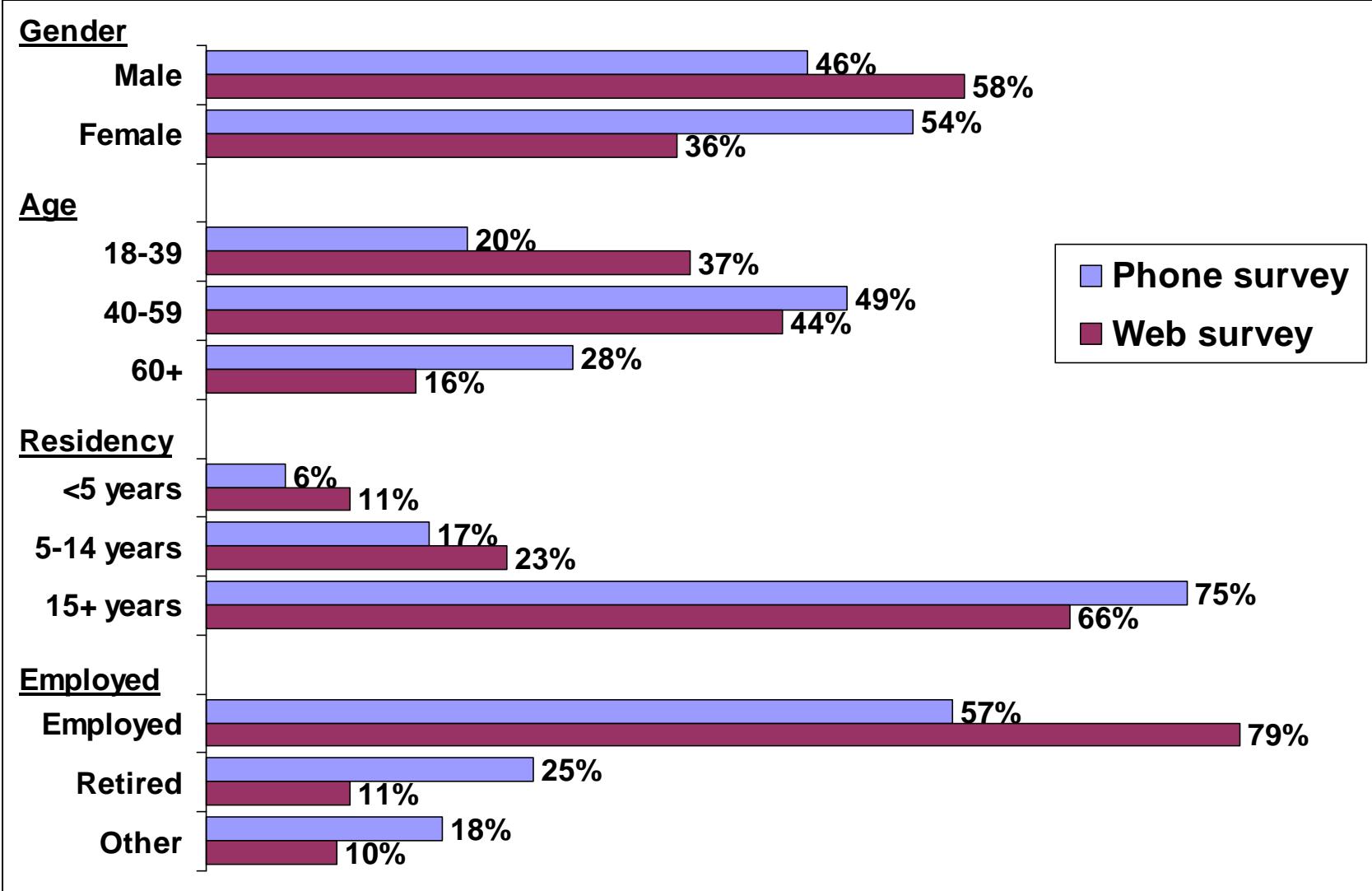
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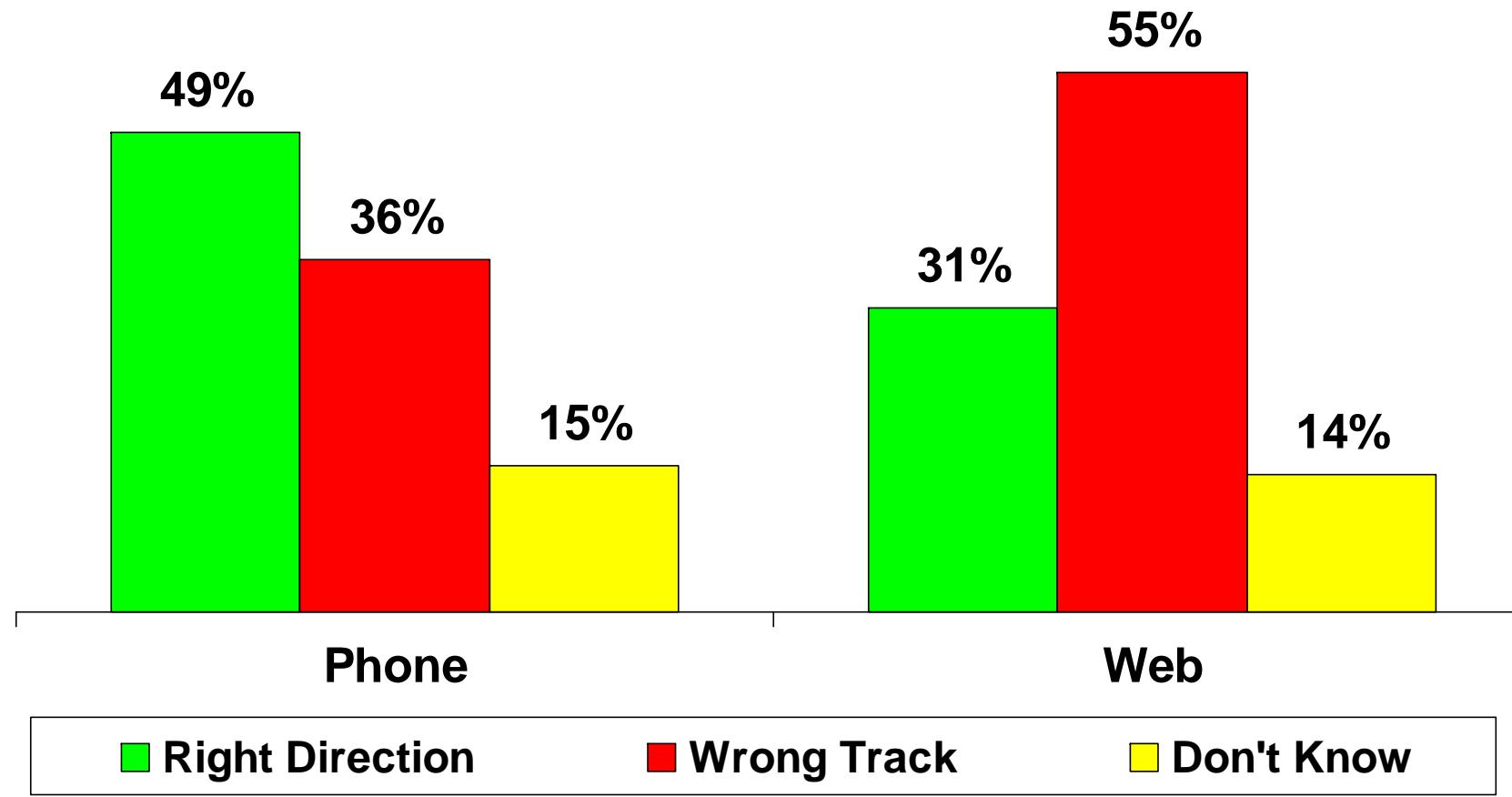
Telephone & Web Survey Results

Demographics



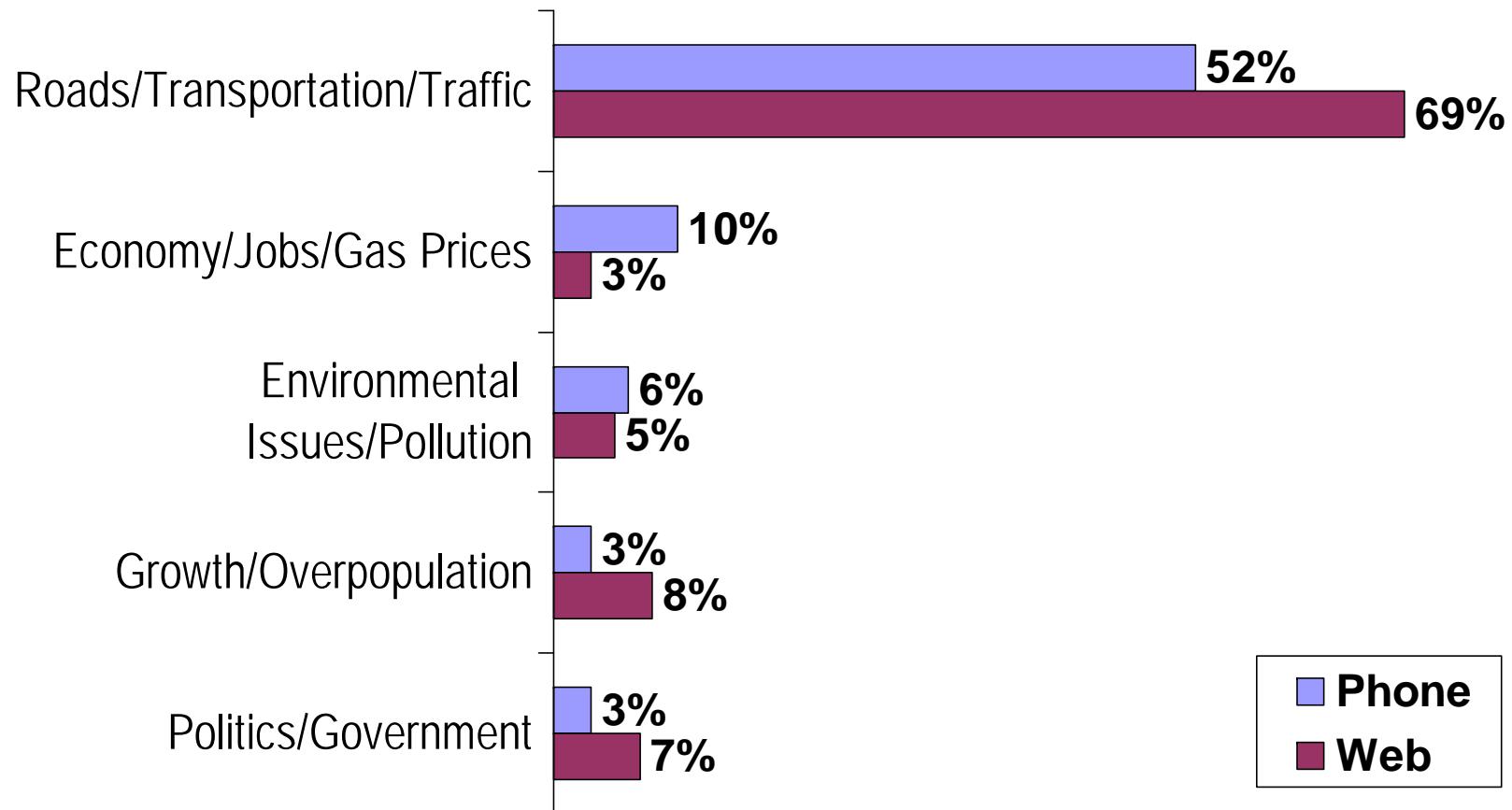
Direction of Puget Sound

Do you feel things in the Puget Sound region are generally going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?



Most Important Problem

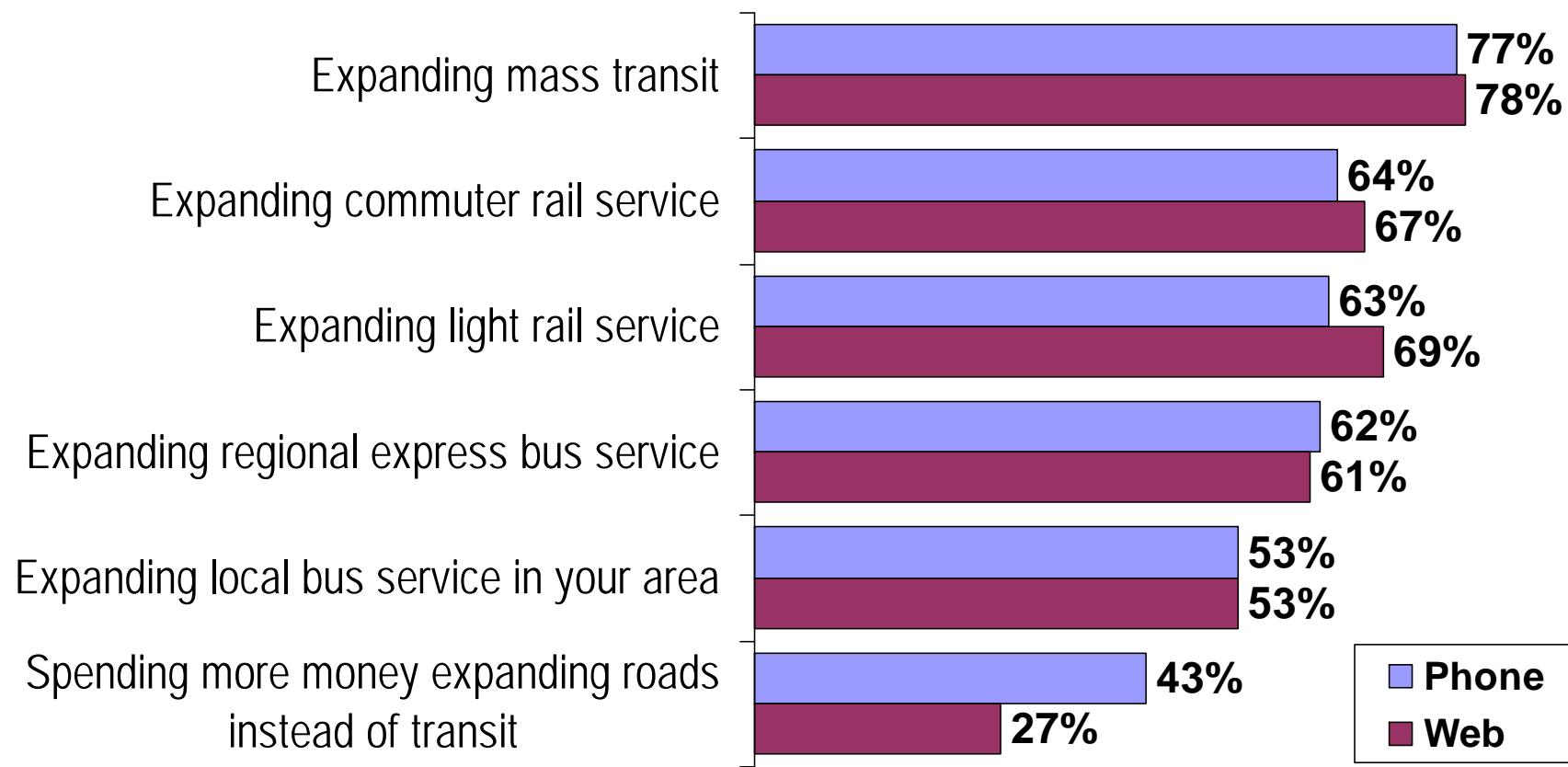
What do you think is the most important problem facing the Puget Sound region today?



Urgency of Transportation Issues

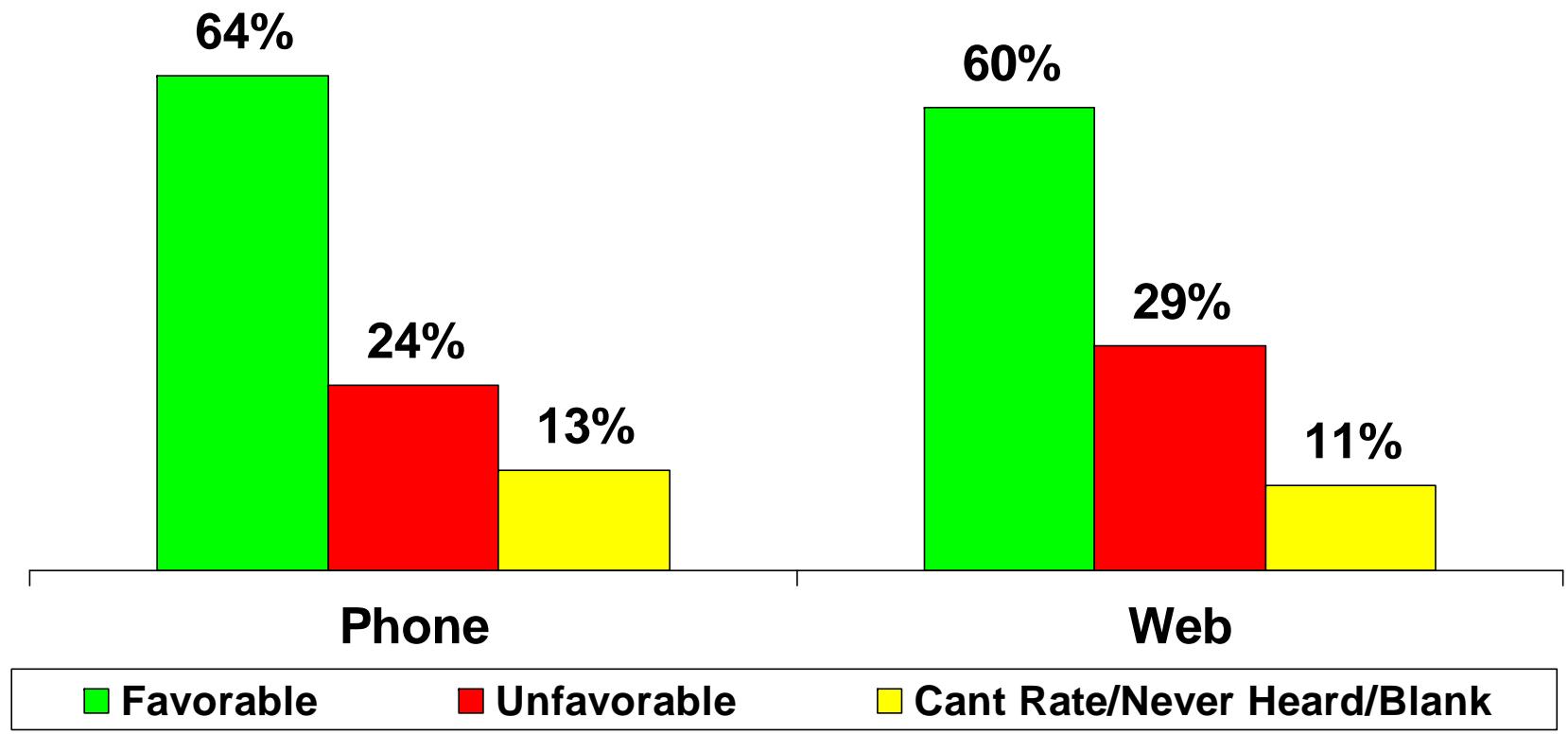
I'm going to read you a list of transportation issues in Puget Sound. For each, I would like to know how urgent you feel it is to address that transportation issue.

(% Urgent - 5, 6, or 7 on a 7-point scale)

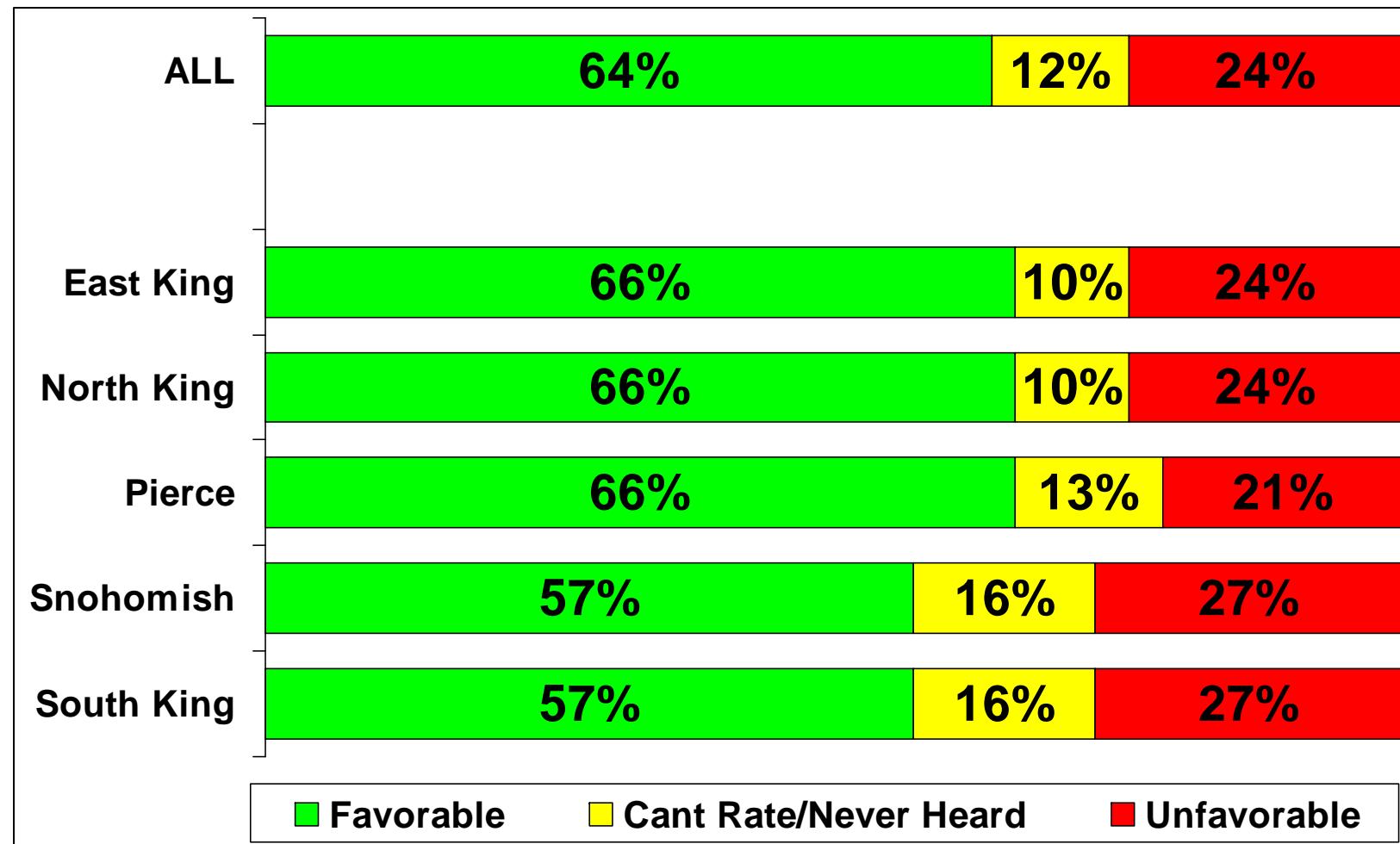


Sound Transit Favorable

Do you have a strongly favorable, somewhat favorable, somewhat unfavorable or strongly unfavorable opinion of Sound Transit?



Sound Transit Favorable (Phone only)

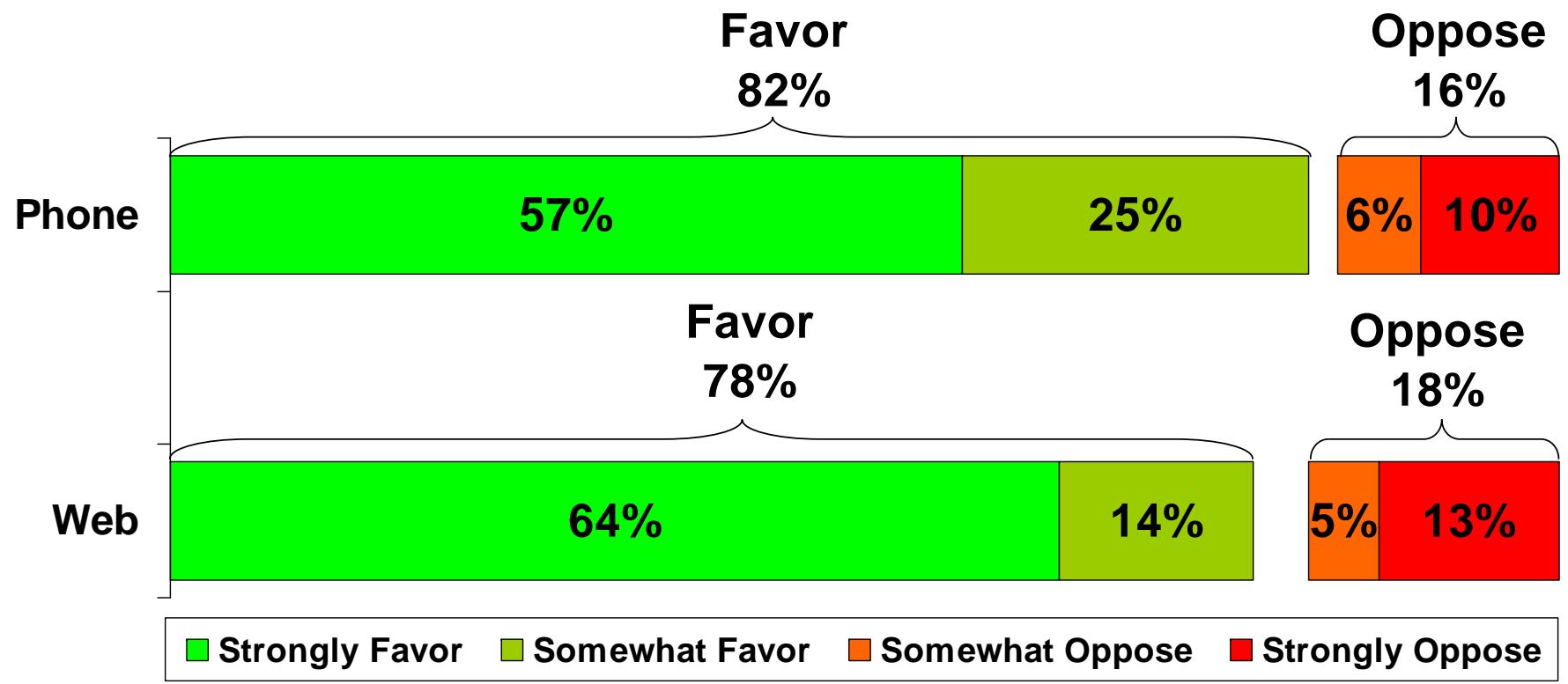


Transit Expansion - Introduction

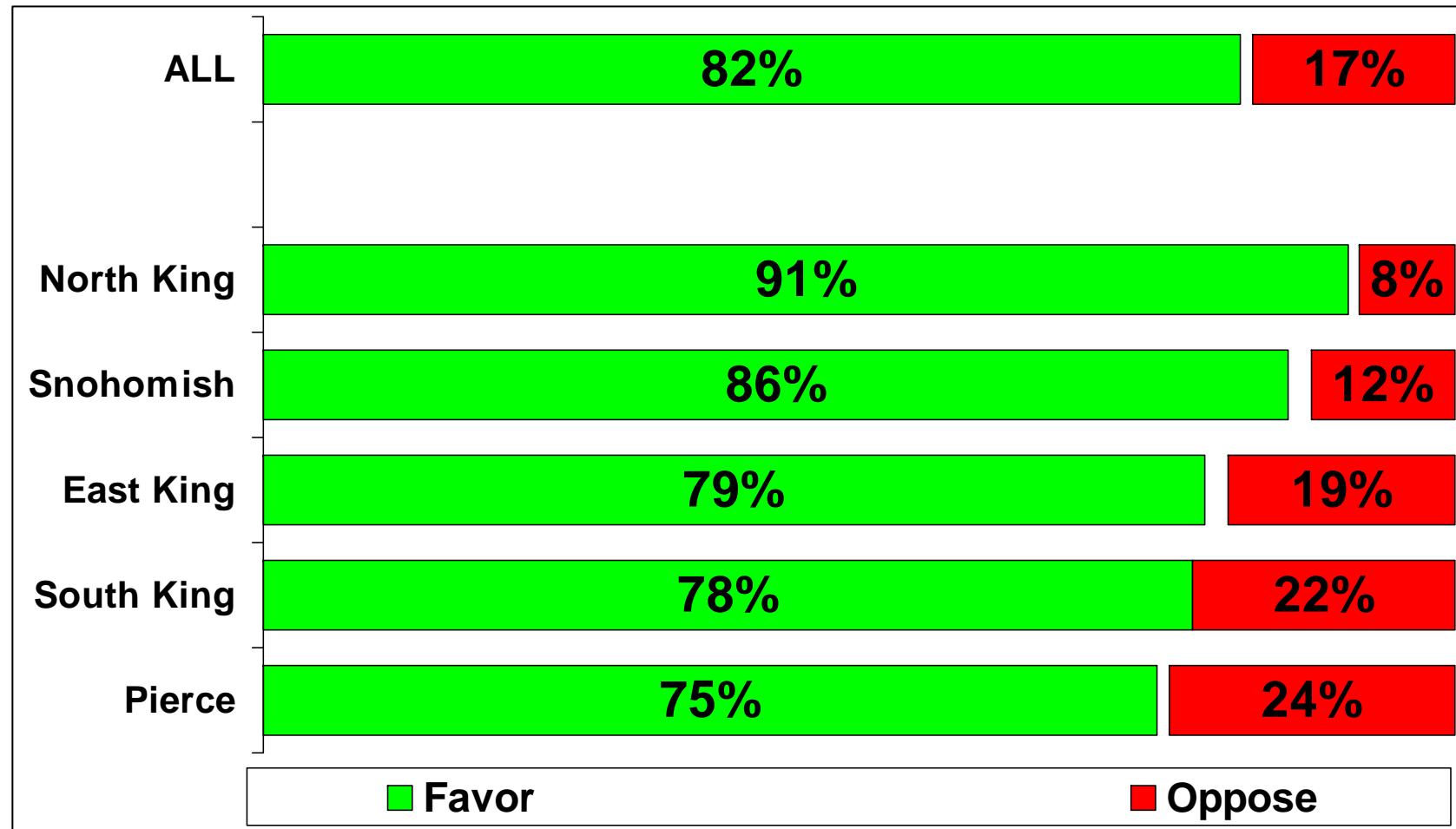
As you may know, Sound Transit was created by voters in 1996 to build a mass transit system that connects regional population centers in King, Pierce, and Snohomish Counties. ST currently operates Sounder commuter trains, between Everett and Seattle and Tacoma and Seattle, ST Express regional buses that connect Seattle, Bellevue, Everett and Tacoma with the largest urban centers in the region, and Link light rail in downtown Tacoma. Light rail service between Downtown Seattle and Sea-Tac Airport will be completed in 2009.

Support for Transit Expansion

In general, do you favor or oppose continued expansion of this mass transit system of commuter rail, express buses, and light rail?

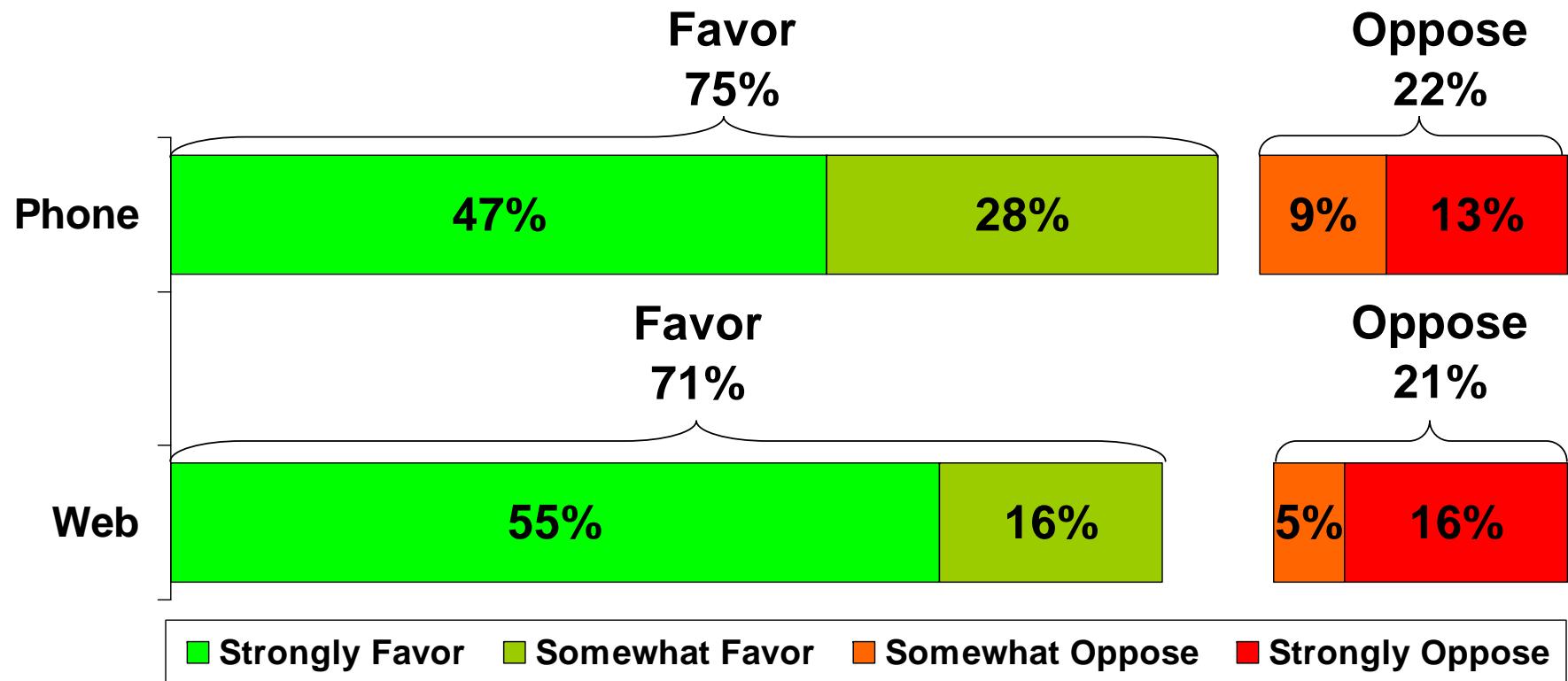


Support for Expansion (Phone only)

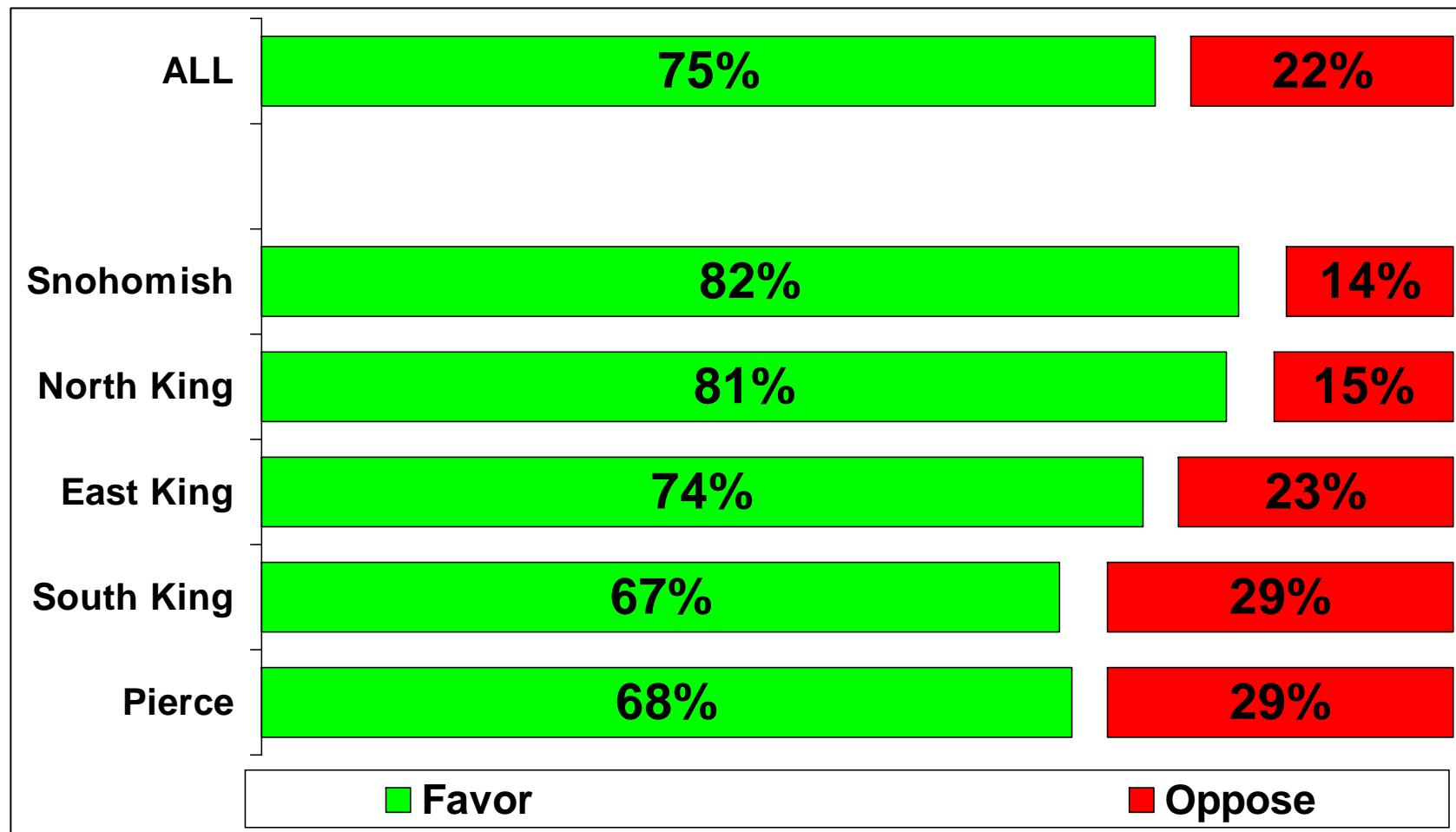


Support for going in 2008

The Sound Transit Board of Directors will soon decide whether or not to put a transit expansion measure on the ballot in November of this year. In general, do you favor or oppose putting a transit expansion measure on the ballot in November of 2008?



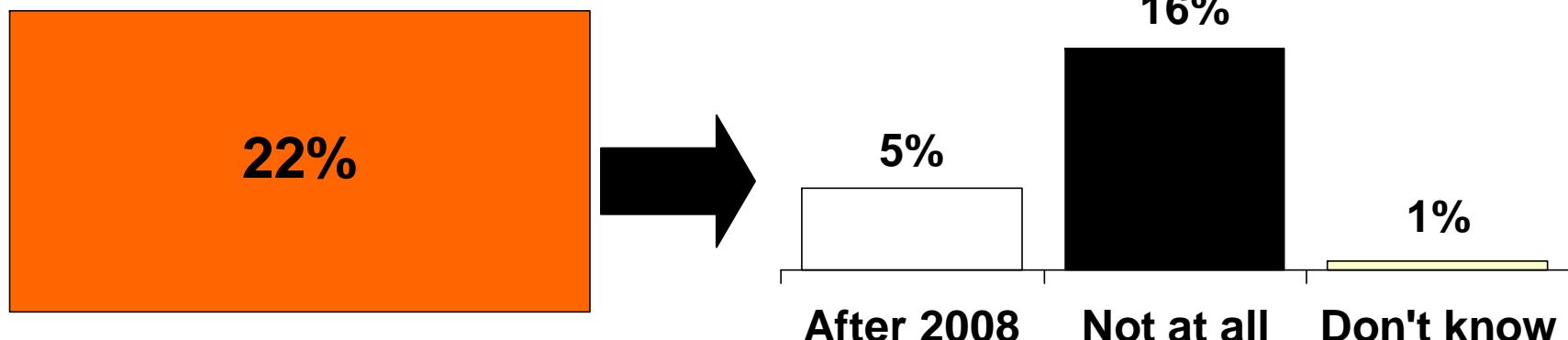
Support for going in 2008 (Phone only)



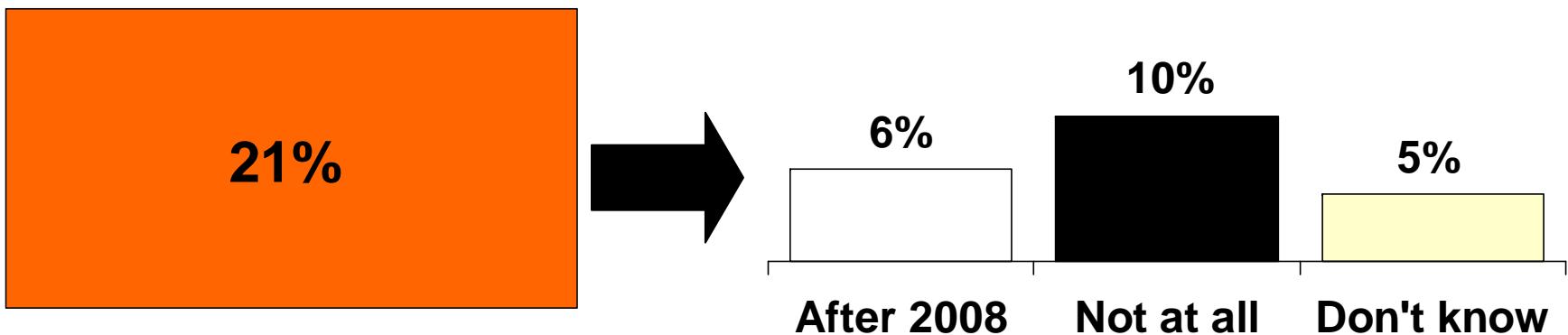
Opposed to 2008: Later or not at all?

Do you think the Sound Transit Board should put a transit expansion measure on the ballot sometime after 2008 or not at all?

Phone - Oppose 2008

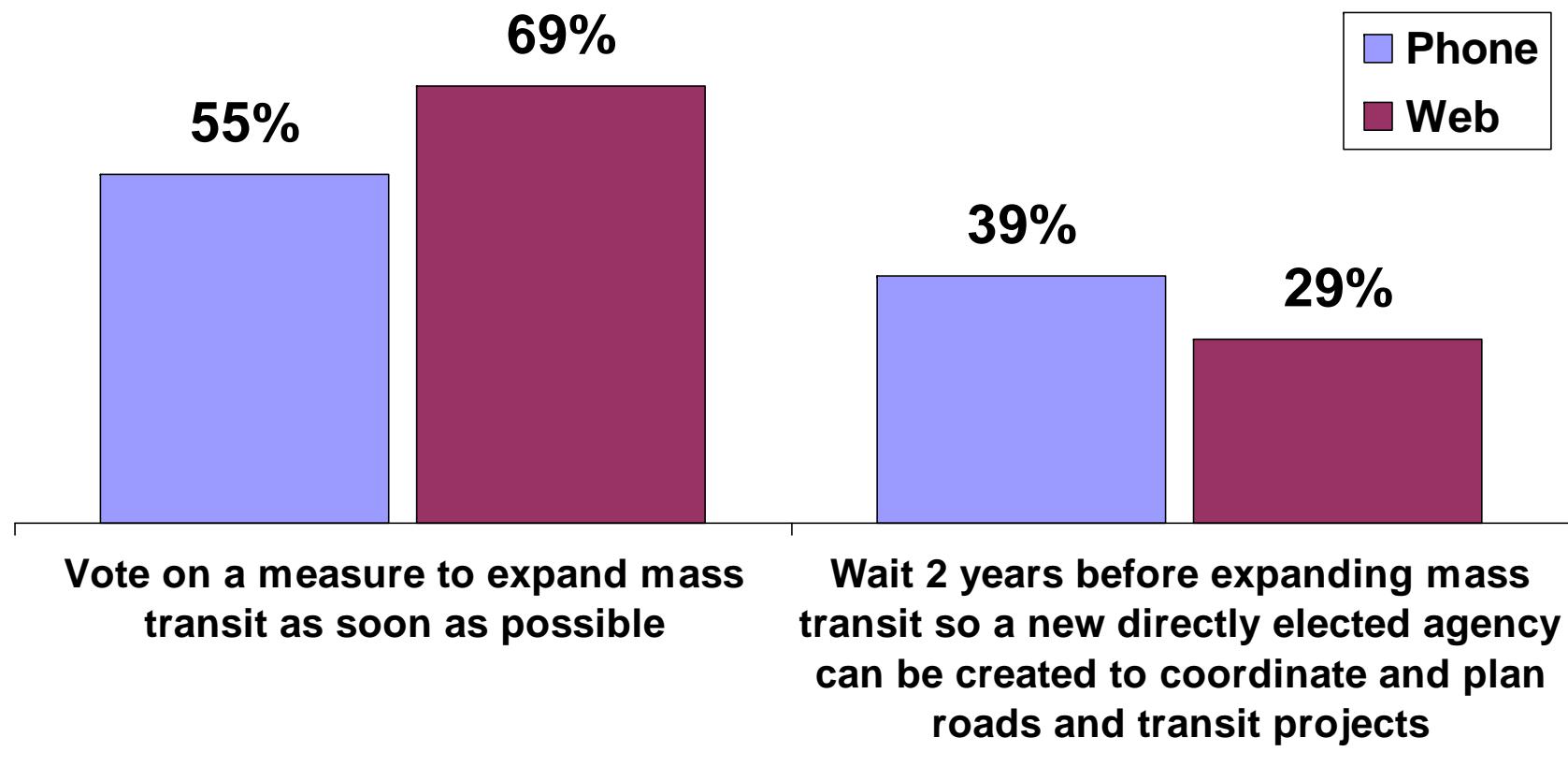


Web - Oppose 2008



Vote Now or Wait for New Agency

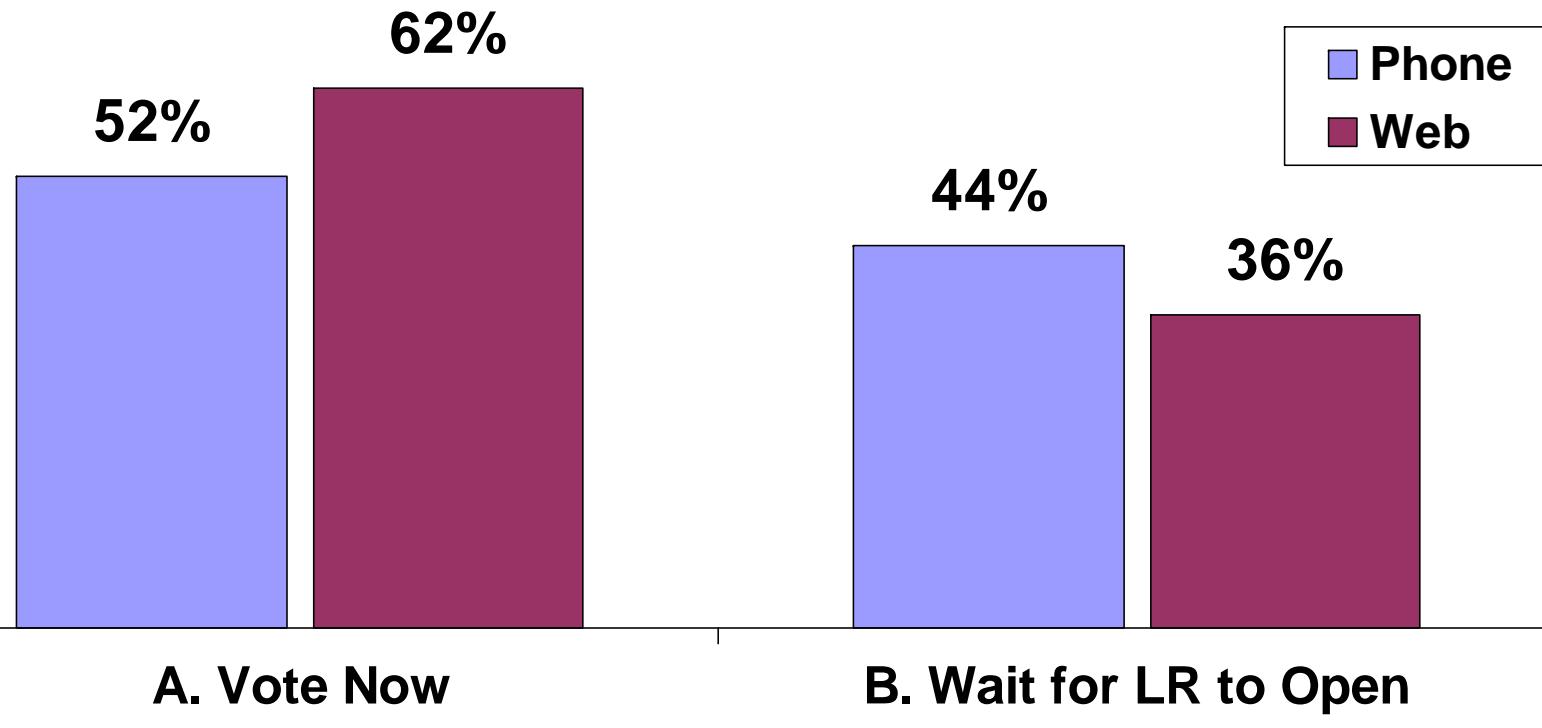
Which comes closer to your opinion, even if neither one is exactly right:



Vote Now or Wait for LR to Open

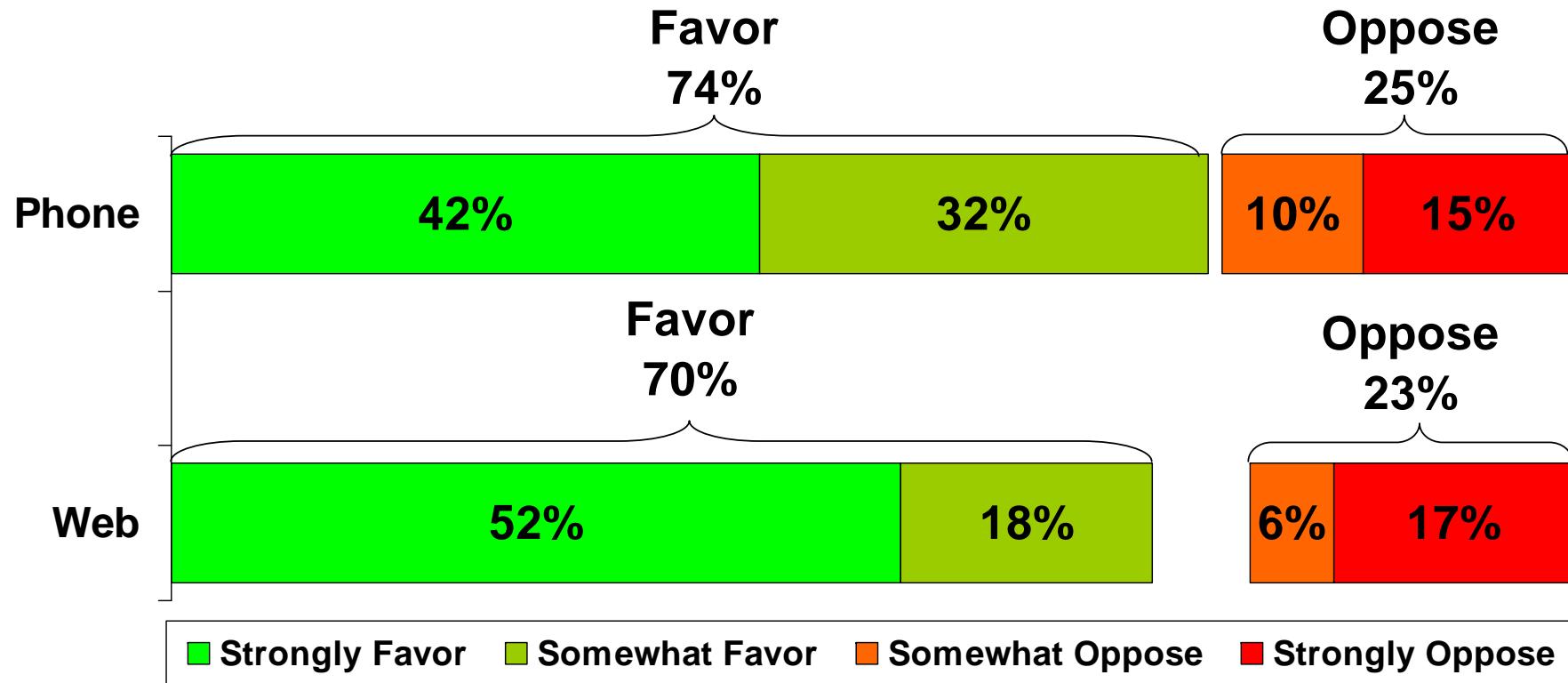
A. *Vote on LR expansion as soon as possible so funding is in place & planning can begin so we can keep moving forward OR*

B. *Wait for LR from the airport to downtown to open and begin operating before we decide whether or not to move forward w/the next phase of light rail*



Final Support for going in 2008

In general, do you favor or oppose putting a transit expansion measure on the ballot in November of 2008?



Potential Options (All Respondents)

Importance on a 7-point scale where 1 is “Not at all important” and 7 is “Extremely important.” Table shows combined 5, 6, and 7 responses.

| Option | Phone | Web |
|---|-------|-----|
| Double commuter rail between Tacoma & Seattle | 67% | 56% |
| Extend light rail across I-90 to Overlake/Redmond | 64% | 65% |
| Demonstration BNSF commuter rail | 63% | 58% |
| Add bus rapid transit on 520 | 62% | 60% |
| Direct access ramps in S. Everett & Northgate | 59% | 45% |
| Park & Ride capacity at Auburn, Renton, Bothell, Burien, Lynnwood, and S. Everett | 58% | 50% |
| Park & Ride capacity at Mukilteo, Edmonds, Everett | 51% | 43% |
| Expand frequency of ST Express bus system | 51% | 51% |
| Extend light rail from UW to Northgate | 50% | 55% |
| Extend light rail to S. 200th or Kent Des Moines | 49% | 49% |
| Park & Ride at Puyallup and Sumner Sounder | 48% | 40% |
| Sounder station at Ballard or Broad Street | 45% | 46% |

Potential Options (Snohomish – Phone only)

| Option | %Important |
|---|------------|
| Park & Ride capacity at Mukilteo, Edmonds, Everett | 78% |
| Direct access ramps in S. Everett & Northgate | 76% |
| Demonstration BNSF commuter rail | 75% |
| Park & Ride capacity at Auburn, Renton, Bothell, Burien, Lynnwood, and S. Everett | 74% |
| Extend light rail across I-90 to Overlake/Redmond | 68% |
| Double commuter rail between Tacoma & Seattle | 64% |
| Add bus rapid transit on 520 | 59% |
| Extend light rail from UW to Northgate | 55% |
| Expand frequency of ST Express bus system | 53% |
| Sounder station at Ballard or Broad Street | 45% |
| Park & Ride at Puyallup and Sumner Sounder | 41% |
| Extend light rail to S. 200th or Kent Des Moines | 36% |

Potential Options (Pierce – Phone only)

| Option | %Important |
|---|------------|
| Double commuter rail between Tacoma & Seattle | 79% |
| Park & Ride at Puyallup and Sumner Sounder | 61% |
| Extend light rail to S. 200th or Kent Des Moines | 57% |
| Park & Ride capacity at Auburn, Renton, Bothell, Burien, Lynnwood, and S. Everett | 55% |
| Demonstration BNSF commuter rail | 54% |
| Expand frequency of ST Express bus system | 53% |
| Direct access ramps in S. Everett & Northgate | 51% |
| Extend light rail across I-90 to Overlake/Redmond | 46% |
| Add bus rapid transit on 520 | 44% |
| Park & Ride capacity at Mukilteo, Edmonds, Everett | 43% |
| Extend light rail from UW to Northgate | 37% |
| Sounder station at Ballard or Broad Street | 33% |

Potential Options (S. King – Phone only)

| Option | %Important |
|---|------------|
| Double commuter rail between Tacoma & Seattle | 71% |
| Park & Ride capacity at Auburn, Renton, Bothell, Burien, Lynnwood, and S. Everett | 65% |
| Demonstration BNSF commuter rail | 63% |
| Add bus rapid transit on 520 | 59% |
| Extend light rail across I-90 to Overlake/Redmond | 57% |
| Extend light rail to S. 200th or Kent Des Moines | 57% |
| Direct access ramps in S. Everett & Northgate | 55% |
| Park & Ride at Puyallup and Sumner Sounder | 53% |
| Expand frequency of ST Express bus system | 47% |
| Park & Ride capacity at Mukilteo, Edmonds, Everett | 42% |
| Extend light rail from UW to Northgate | 42% |
| Sounder station at Ballard or Broad Street | 41% |

Potential Options (E. King – Phone only)

| Option | %Important |
|---|------------|
| Extend light rail across I-90 to Overlake/Redmond | 70% |
| Add bus rapid transit on 520 | 66% |
| Demonstration BNSF commuter rail | 65% |
| Double commuter rail between Tacoma & Seattle | 53% |
| Direct access ramps in S. Everett & Northgate | 48% |
| Park & Ride capacity at Auburn, Renton, Bothell, Burien, Lynnwood, and S. Everett | 47% |
| Park & Ride capacity at Mukilteo, Edmonds, Everett | 45% |
| Expand frequency of ST Express bus system | 44% |
| Extend light rail from UW to Northgate | 44% |
| Park & Ride at Puyallup and Sumner Sounder | 41% |
| Extend light rail to S. 200th or Kent Des Moines | 40% |
| Sounder station at Ballard or Broad Street | 35% |

Potential Options (N. King – Phone only)

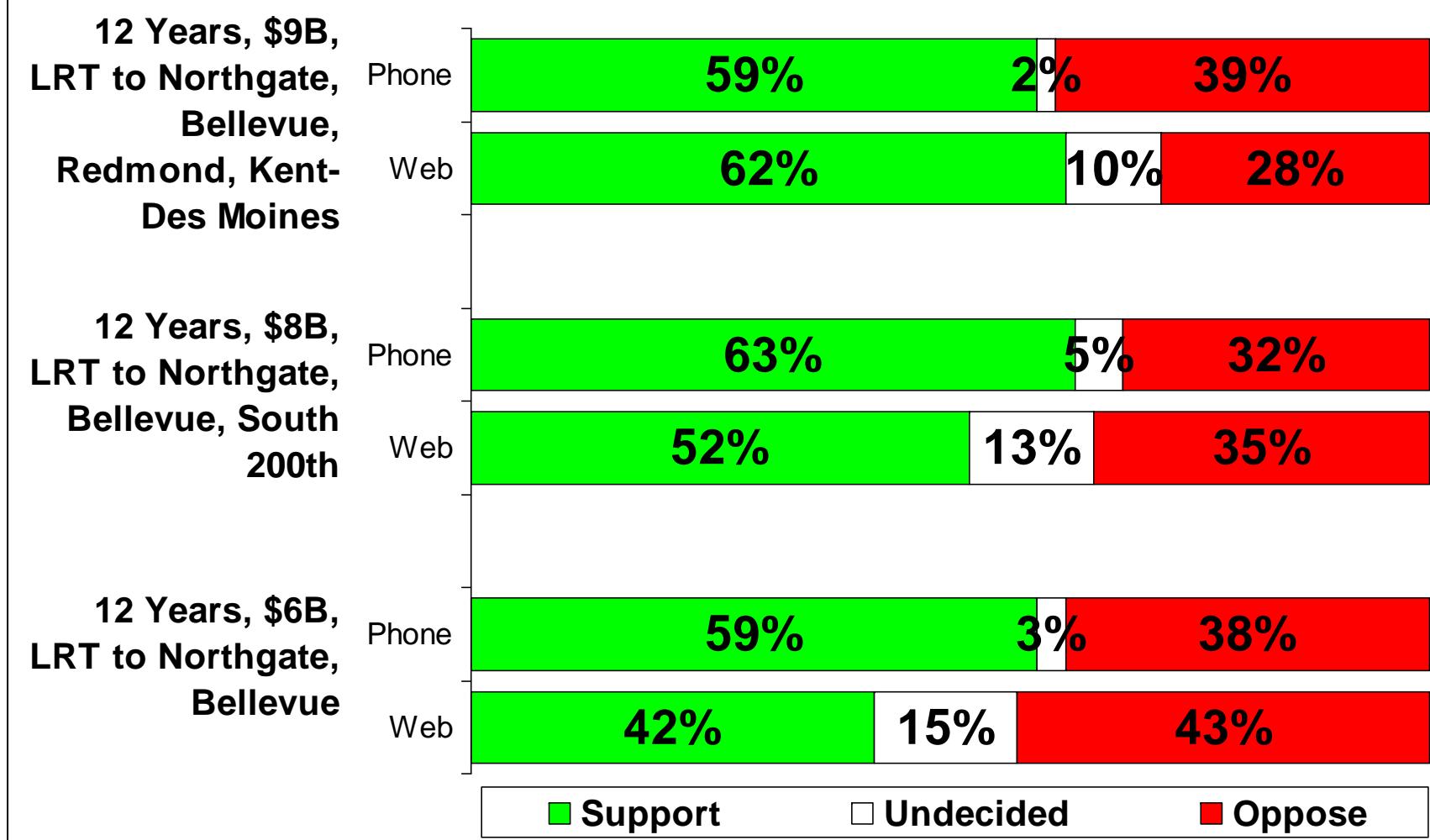
| Option | %Important |
|---|------------|
| Add bus rapid transit on 520 | 76% |
| Extend light rail across I-90 to Overlake/Redmond | 74% |
| Double commuter rail between Tacoma & Seattle | 68% |
| Extend light rail from UW to Northgate | 68% |
| Direct access ramps in S. Everett & Northgate | 65% |
| Demonstration BNSF commuter rail | 63% |
| Sounder station at Ballard or Broad Street | 63% |
| Expand frequency of ST Express bus system | 57% |
| Park & Ride capacity at Auburn, Renton, Bothell, Burien, Lynnwood, and S. Everett | 56% |
| Park & Ride capacity at Mukilteo, Edmonds, Everett | 53% |
| Extend light rail to S. 200th or Kent Des Moines | 50% |
| Park & Ride at Puyallup and Sumner Sounder | 45% |

Cost vs. Time vs. Reach

When presented with a series of forced choice questions to determine which factors – cost, build time, or reach/extent of the system -- are most important to voters in the design of a transit package, we found that:

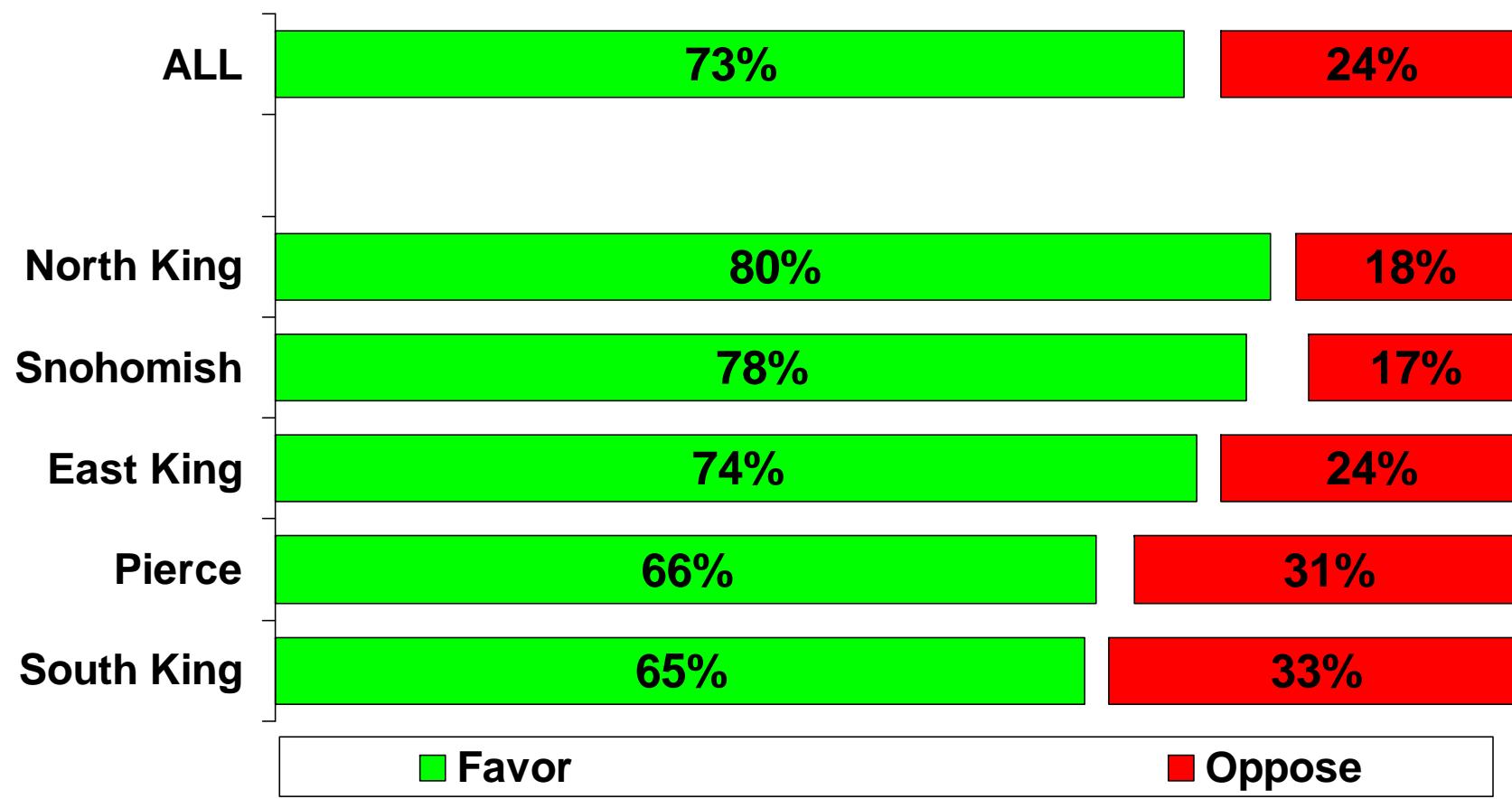
- 1) Completion time is seen as more important than cost by a wide margin in every subarea. That is, voters prefer a package that costs more but is completed faster over a system that costs less but takes longer to complete.
- 2) Reach – how far the system goes – is seen as more important than cost in Snohomish, Pierce, and North King, but voters in East and South King are divided.
- 3) Voters are divided over whether reach or completion time are more important. Voters in North and East King are more concerned about completion time, voters in Pierce and Snohomish are more concerned about reach, and voters in South King are divided.

Potential Transit Measures



Final Support for going in 2008 (Phone only)

In general, do you favor or oppose putting a transit expansion measure on the ballot in November of 2008?



Preliminary Web survey analysis

- Quantitative results in EMC Research presentation based on all 9,068 Web responses
- Today's preliminary report on open-ended comments is based on approximately 5,340 surveys received through Feb. 26
- Final analysis of open-ended responses and verbatim copies of all responses will be provided to Board

Web survey key themes

- Addressing transportation, congestion, and mass transit remain top priorities for most respondents
- Some people did not like the survey's methodology or questions
- Many people expressed frustration with the time required to make big decisions
- Most respondents favor extension of the light rail system

Web survey key themes

- Generally, people who are supportive of Sound Transit and mass transit wanted to see one of the three packages suggested move forward as soon as possible
- Many people would like to use transit today, but do not feel they can
- People continue to comment that all transit agencies need to coordinate as effectively as possible

Questions and discussion